verse selection including both light meals and full meals.

- **Flexibility** — Some group members may be on restricted diets. Restaurants should be flexible. If a buffet is served, group members should be able to order from the menu as well.
- **Service** — Restaurant service should be fast, friendly, and efficient. Tour groups should receive the same service as all other patrons. Operators look for restaurants which can serve the entire tour group in 60 to 90 minutes.
- **Tip and Tax** — Many Tour Operators prefer restaurants to include tip and tax on bills. Whatever arrangement is made should be agreeable to both parties.
- **Attractiveness** — Tour Operators often select restaurants which offer individual character. Restaurants which have a special ambience characteristic to the area make the tour destination more memorable.

Suggestions for Restaurants by NTA Members

About 25% of the tour patron's waking hours are spent at a meal function of one kind or another. People love to talk about food, including the quality of the food, the service and the facilities. It is most important that restaurants remember the success of a group tour's experience in a restaurant is the result of all three points combined.

At no other time on the tour is the group in such direct contact with the service personnel as during mealtime. Waiters and waitresses are talking directly to every member of the group — taking orders, serving, and explaining the food, or perhaps answering questions about the area. A friendly staff will stand out like a shining light.

Marketing a destination restaurant: Stress how the restaurant fills a definite need in complementing the total experience of the destination. A trip to destination "X" without a dinner at your restaurant is like a birthday cake without candles.

Marketing a pass-through restaurant: Major stress will be convenience. Service should be fast, friendly and efficient. The restaurant should be a refreshing lift for the trip ahead.
Don Keller, CTP
Frankenmuth Bavarian Inn

Marketing to the charter tour market is different than marketing to the pre-packaged tour market. With charter tours, group leaders generally do not know what restaurants are available in the area visited. A good relationship with the charter departments should yield large returns. Prepackage tours often include meals with the tour price. Developing the relationship with tour operators and offering discount group menus and complimentary meals for tour escorts and drivers will result in success in the group travel market. Consistency is the key to success with pre-packaged tours.
Harriet Epstein, CTP
Hogate's/Darryl's/
Houlihan's Restaurants

In regard to the major restaurant chains, virtually every Tour Operator is a potential client, thus making the total plan of communication more in-depth and the opportunity to use various media more available. Trade magazine advertising using color for greater attention, direct mail to all NTA Tour Operators, package deals, trade shows, fam tour sponsorships, etc. — all should be included in a restaurant chain's marketing plan.